

### AMENDMENT OF THE CLAIMS:

Please cancel Claims 1-30 without prejudice or disclaimer, and add new Claims 31-75 as follows:

Claim 31 (new): An Internet-based brand marketing communication network allowing members of a brand management team to communicate directly with consumers shopping at electronic-commerce (EC) enabled WWW sites along on the World Wide Web (WWW), said Internet-based brand marketing communication network comprising:

a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled Web-sites, wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem for allowing brand management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled Web-sites, so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled Web-sites, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded pages located along said EC-enabled Web-sites, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu

display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

wherein said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing product management team members to independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the product management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, upon the Web-browser of each consumer encountering one said installed MMVK tag along said EC-enabled Web-site, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display and review by the consumer shopping along the EC-enabled Web-site.

Claim 32 (new): The Internet-based brand marketing communication network of claim 31, wherein said second Web-based subsystem allows members of the brand management team of any said consumer product to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

(i) a Universal Product Number (UPN) assigned to the consumer product;

(ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 33 (new): The Internet-based brand marketing communication network of claim 32, wherein, for each MMVK created and deployed for each said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to said consumer product.

Claim 34 (new): The Internet-based brand marketing communication network of claim 32, wherein a brand management team member uses said first Web-based subsystem to select said display modes for automatic display.

Claim 35 (new): The Internet-based brand marketing communication network of claim 31, wherein, for each MMVK created and deployed for a particular said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 36 (new): The Internet-based brand marketing communication network of claim 32, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 37 (new): The Internet-based brand marketing communication network of claim 31, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 38 (new): The Internet-based brand marketing communication network of claim 36, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 39 (new): The Internet-based EC-enabled brand marketing communication network of claim 32, wherein after a CPI link structure has been initially created for one said consumer

product using said second Web-based subsystem, then a member of the brand management team can create and deploy one or more MMVKs for said consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 40 (new): The Internet-based brand marketing communication network of claim 36, wherein a supply-chain information management system is used to import said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based brand marketing communication network.

Claim 41 (new): The Internet-based brand marketing communication network of claim 31, wherein said Web browser of at least one consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 42 (new): The Internet-based brand marketing communication network of claim 31, wherein said Web browser of at least one consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 43 (new): The Internet-based brand marketing communication network of claim 31, wherein said plurality of consumer products are registered with said Internet-based brand marketing communication network.

Claim 44 (new): The Internet-based brand marketing communication network of claim 31, wherein said authorized parties include members selected from the group consisting of agents of the manufacturer of said consumer products, and retail trading partners of the manufacturers.

Claim 45 (new): The Internet-based brand marketing communication network of claim 31, wherein said EC-enabled WWW sites are selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.

Claim 46 (new): An Internet-based brand marketing communication network allowing members of a brand management team to communicate directly with consumers shopping at electronic-commerce (EC) enabled WWW sites along on the World Wide Web (WWW), said Internet-based brand marketing communication network comprising:

- a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled Web-sites, wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

- a first Web-based subsystem for allowing brand management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled Web-sites, so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled Web-sites, and accessible by consumers using a Web browser;

- wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded pages located along said EC-enabled Web-sites, and

- wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu

display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

wherein said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order;

a second Internet-enabled information server for serving a library of MMVK tags on the WWW, for said plurality of consumer products;

wherein each said MMVK tag in said library is accessible from said second Internet-enabled information server for installation in at least one said HTML-encoded page located along said EC-enabled Web-site, by embedding the MMVK tag in said at least HTML-based page;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing brand management team members to independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, upon the Web-browser of each consumer encountering one said installed MMVK tag along said EC-enabled Web-site, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display and review by the consumer shopping along the EC-enabled Web-site.

Claim 47 (new): The Internet-based brand marketing communication network of claim 46, wherein said second Web-based subsystem allows members of the brand management team of any said consumer product to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

(i) a Universal Product Number (UPN) assigned to the consumer product;  
(ii) a Trademark (TM) assigned to the consumer product; and  
(iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of CPI resources for the consumer product.

Claim 48 (new): The Internet-based brand marketing communication network of claim 47, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 49 (new): The Internet-based brand marketing communication network of claim 47, wherein a brand management team member uses said first Web-based subsystem to select said display modes for automatic display.

Claim 50 (new): The Internet-based brand marketing communication network of claim 46, wherein, for each MMVK created and deployed for said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 51 (new): The Internet-based brand marketing communication network of claim 46, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and  
(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 52 (new): The Internet-based brand marketing communication network of claim 46, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 53 (new): The Internet-based brand marketing communication network of claim 51, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 54 (new): The Internet-based brand marketing communication network of claim 46, wherein after a CPI link structure has been initially created for one said consumer product using said second Web-based subsystem, then a member of the brand management team can create and deploy one or more MMVKs for said consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 55 (new): The Internet-based network of claim 51, wherein a supply-chain information management system is used to import said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based EC-enabled brand marketing communication network.

Claim 56 (new): The Internet-based brand marketing communication network of claim 46, wherein said Web browser of at least one said consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 57 (new): The Internet-based brand marketing communication network of claim 46, wherein said Web browser of at least one said consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 58 (new): The Internet-based brand marketing communication network of claim 46, wherein said plurality of consumer products are registered with said Internet-based EC-enabled brand marketing communication network.

Claim 59 (new): The Internet-based brand marketing communication network of claim 46, wherein said authorized parties include members selected from the group consisting of (i) agents



of the manufacturers of said consumer products, and (ii) retail trading partners of said manufacturers.

Claim 60 (new): The Internet-based brand marketing communication network of claim 46, wherein said EC-enabled WWW sites are selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.

Claim 61 (new): An Internet-based brand marketing communication network allowing members of a brand management team to communicate directly with consumers shopping at electronic-commerce (EC) enabled WWW sites along on the World Wide Web (WWW), said Internet-based brand marketing communication network comprising:

- a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled Web-sites, wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

- a first Web-based subsystem for allowing product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled Web-sites, so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled Web-sites, and accessible by consumers using a Web browser;

- wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded page located in said EC-enabled Web-site;

- wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for

displaying one or more promotional spots, and (iii) a consumer product information (CPI) menus display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

wherein said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing members of the product management team to independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem for allowing members of the product management team to independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem for allowing members of the product management team to independently program the consumer product information display mode of each MMVK with said set of CPI resources arranged for selection by consumers using said web browser;

wherein, upon the Web-browser of each consumer encountering one said installed MMVK tag along said EC-enabled Web-sites, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser, for display and review by the consumer shopping along said EC-enabled Web-site.

Claim 62 (new): The Internet-based brand marketing communication network of claim 61, wherein said fourth Web-based subsystem allows members of the brand management team to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, that can be selected to program said set of CPI resources for the consumer product.

Claim 63 (new): The Internet-based brand marketing communication network of claim 62, wherein, for each MMVK created and deployed for each said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 64 (new): The Internet-based brand marketing communication network of claim 61, wherein a brand management team member uses said first Web-based subsystem to select said display modes for automatic display.

Claim 65 (new): The Internet-based brand marketing communication network of claim 61, wherein, for each MMVK created and deployed for a particular said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 66 (new): The Internet-based brand marketing communication network of claim 62, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 67 (new): The Internet-based brand marketing communication network of claim 61, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 68 (new): The Internet-based brand marketing communication network of claim 66, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 69 (new): The Internet-based brand marketing communication network of claim 61, wherein after a CPI link structure is initially created for each said consumer product using said fourth Web-based subsystem, then brand management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.

Claim 70 (new): Internet-based brand marketing communication network of claim 66, wherein a supply-chain information management system imports said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based EC-enabled brand marketing communication network.

Claim 71 (new): The Internet-based brand marketing communication network of claim 61, wherein the Web browser of at least one consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 72 (new): The Internet-based brand marketing communication network of claim 61, wherein said Web browser of at least one consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 73 (new): The Internet-based brand marketing communication network of claim 61, wherein said plurality of consumer products are registered with said Internet-based EC-enabled brand marketing communication network.

Claim 74 (new): The Internet-based brand marketing communication network of claim 61, wherein said authorized parties include members of the group consisting of agents of manufacturers of said consumer products, and retail trading partners of said manufacturers.

Claim 75 (new): The Internet-based brand marketing communication network of claim 61, wherein said EC-enabled WWW sites are selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.